

First Impressions Count – Jones Onslow’s Welcome Series

A personalized welcome series for new members achieved great results for Jones Onslow EMC (JOEMC):

- **10.1% increase in program participation**
- **Increased member engagement (both open rates and click-thru rates)**
- **Freeing up staff to focus on other projects**

The Challenge: Increasing Customer Satisfaction, Improve Engagement

JOEMC is headquartered in Jacksonville NC and serves close to 75,000 members across 6 North Carolina counties and a portion of Marine Corps Base Camp Lejeune. Member satisfaction has always been a priority. Most recently, JOEMC was ranked 9.3 out of a possible 10 by the American Customer Satisfaction Index (ACSI). After almost a year of working on its own welcome email series JOEMC wanted to see if they could improve engagement with their new members. The team was ready to explore new alternatives.

Solution:

JOEMC agreed to a 6-month pilot to compare Apogee’s personalized welcome series solution against JOEMC’s criteria, past campaign efforts, and member expectations. The automated welcome series included three emails strategically timed for relevant and impactful results.

1. A “welcome to the utility” video is sent to new members explaining how the cooperative operates, a link to the online portal, and various payment options.
2. After the first bill members receive an email “understanding your bill” with a personalized video and a detailed explanation of the actual bill and a link to sign up for online payment.
3. After the second bill the member receives an email with a video explaining JOEMC’s rebates and programs and links to JOEMC’s program page where they can learn more.

Additional personalized emails are sent if bills increase by more than \$30 to explain factors that contribute to the bill changes.

Results:

After the initial 6-month pilot JOEMC saw better program participation and freed up staff for other projects. The outcome:

- **10.1% increase** in program participation and increased open rates and click-thru rates.
- **87.2%** of 6,460 survey respondents advised that the bill was “**very easy**” to understand
- **95.6%** of recipients responded they **do not need to call** customer care with bill questions.



Stephen Goodson, Vice President of Energy Services and Corporate Communication at JOEMC shared his experience,

“The folks at Apogee are great to work with...they are responsive and attentive. They’re also extremely flexible.”

Goodson further mentioned his two key takeaways “First, Apogee’s automated solution for sending welcome emails to our members was straight forward and easy, it also freed up our staff to focus on other projects. Secondly, we were excited about the use of professional videos in every email, even more so about the level of personalization within the videos that provided extraordinary value to our members without putting demands on internal resources.”

Jones Onslow EMC continues to successfully implement Apogee’s outbound communications platform to welcome new members, increase and continue engagement, and to provide valuable and relevant information across their membership base.

To schedule a demonstration contact Apogee at 678-684-6801 or info@apogee.net | apogee.net